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CONSTRUCTION BEGINS FOR RESIDENT RECREATION CENTER AT K. HOVNANIAN'S SOCIETY HILL AT UNIVERSITY HEIGHTS

"When families add in this recreation center with its swimming pool, tennis courts and clubhouse, the only difference between the Society Hill at University Heights neighborhood and true suburbia is that our shopping, movie theatres and public transportation are easier to reach," said Newark's Mayor Sharpe James.

He spoke at a ceremonial groundbreaking on the site during October. K. Hovnanian's construction has moved into high gear so that community residents will be able to enjoy their new recreational area this coming summer.

"These community facilities, bounded by Norfolk, Wickliffe and Warren Streets and South Orange Avenue, are designed for the exclusive use of Society Hill residents and their guests," said Jim Corbett, who wielded a shovel along with the Mayor and Councilman George Branch.

"Families living here will be a short walk from their own swimming pool, decks for sunbathing, courts for tennis and a clubhouse with rooms for parties and meetings," said Mr. Corbett.

To maintain the focus on value that attracted homebuyers even before the beauty and stability of the award-winning community became apparent, the company also announced that a small number of new three-bedroom townhome design would go on sale from just \$99,950. "Society Hill offers a variety of homes," said Ara Hovnanian. "Visitors will find models perfect for first-time buyers as well as larger new designs including family rooms and garages." These homes include two- and three-bedroom designs ranging up to 1,820 square feet of living space plus a garage in some models. The top-of-the-line home is a single-level, spacious three-bedroom design with three baths, a separate family room and its own garage.

"With mortgage rates at their lowest levels in decades, the uncommon values here mean that a greater number of people can qualify for home ownership," says Mr. Hovnanian. "Lower interest rates also reduce a homeowner's monthly costs. Despite the weak economic climate, many first-time home buyers are in the market because of this," he says. "Once the economy begins to recover, interest rates and home prices will surely start upward."

Where once the decision to buy a home here was price-based, Mr. Hovnanian notes that many owners are now two-income families or single professionals who can afford to live anywhere and who choose University Heights. "One-in-four buyers at the community now come from New York, attracted by the short commute, great value of the homes, and the beauty and safety of the neighborhood," he says. "Being able to swim and play tennis right in the community will surely strengthen its appeal and we expect strong interest when we open."

Once the remaining balance of current sections are gone, Mr. Hovnanian notes that Society Hill will be 75 percent sold.

Society Hill at University Heights is close to University Hospital, the County Courthouse, Rutgers, Seton Hall, the New Jersey Institute of Technology, Essex County Community College, The Newark Museum, the Public Library, the future home of the New Jersey Performing Arts Center, the Gateway complex and Pennsylvania Station. A new Pathmark supermarket ~~is nearby~~ and a six-screen movie theater ~~is~~ ^{are} ~~planned.~~ ^{nearby} Public buses and the nearby PATH make Society Hill an easy half-hour commute from Manhattan. Newark's excellent road system and the short trip to Newark International Airport put University Heights residents at the center of a remarkable transportation hub.

For more information, call 201/824-9444 or visit the new model complex located at 71 Wickliffe Street.

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